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ABSTRACT

The paper was prepared for continuing education directors in Texas who requested additional information concerning their real estate offerings. Real estate course offerings in three States (Texas, Colorado, and California) are compared and differences and similarities among the program are assessed. A format for a certificate program in Texas is proposed which synthesizes the strengths of programs in the other two States. Three alternative plans for implementation of the certificate program are offered for consideration: a Statewide coordinated program, a decentralized program, and maintenance of the status quo for the continuing education director who has already established a viable real estate program which is meeting the needs of his local community. The author advocates freedom of choice among the alternative approaches, in a pluralistic system, for local administrators. (AJ)

ED 099677

A Suggested Guide for Establishing a Real Estate Certificate Program in Continuing Education

Robert Lyon-Education Division-Texas Real Estate Research Center

Introduction

Information on the development of continuing education programs in real estate was requested by participants of the September 1973 TRERC-TEA workshop for community colleges Dean and Director. The following information may be useful to your real estate offerings in continuing education.

Advantages of a Certificate Program In Continuing Education

(1) A certificate program based on successful completion of credit-free courses would give the participant a goal to strive for coupled with developing needed competencies to advance within the real estate industry.

(2) The real estate community would support these certificate programs because it would take much of the present training burden off their shoulders.

(3) It would shift the emphasis from license requirements to occupational competence.

Present Course Offerings

A survey of Texas community colleges by TRERC, completed in the fall of 1973, reveals the following courses and number of colleges offering each:

Principles (40)
Appraisal (31)
Finance (27)
Law (25)
Practice (14)
Brokerage (9)
Property Management (7)
Syndications (5)
Investments (5). (Refer to Attachment 1)

Most of these courses were offered on a credit-free basis and could be used to establish a basic pattern for a certificate program in continuing education.

California Plan[1]

Although the California plan is offered on a credit basis, there are several basic procedures that could be adapted toward a credit-free program.

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California requires 24 units or semester hours for a real estate certificate. Real estate courses include:

Principles
Law
Practice
Finance
Appraisal
Real Estate Economics.

These 24 units (semester hours) enable the student to receive a certificate in real estate in the community college system. An associate degree can be obtained by completing these courses plus accounting and communications in addition to the remainder of a 60 semester hour program.

California also has organized workshops and seminars to upgrade college real estate teachers and to certify them after successful completion. There are approximately 900 teachers certified under this program in California.

Colorado Plan[2]

Colorado has established a Cooperative Real Estate Certificate Program. In the absence of a local focal point, such as a real estate research center, the program is supervised by the Univeristy of Colorado, Division of Continuing Education in close cooperation with the Colorado Real Estate Commission and the Colorado Association of Real Estate Boards.

The curriculum includes five fundamental courses:

Fundamentals
Law
Appraisal I
Finance
Listings;

and nine elective courses:

Sales
Closings
Appraisal II
Tax Factors
Trades
Tax and Exchanges
Commercial and Investment
Property Management
Brokerage Administration.

These courses range from 20 to 30 clock hours and are evaluated by grades of E - excellent, S - satisfactory, and U - unsatisfactory. Grades of E or S are required for certificate credit. Credit by examination is available as well as substitute credit. Each course is assigned one credit and a total of eight credits is required for the Certificate of Achievement in Real Estate. A minimum of four fundamental and four elective courses must be successfully completed to acquire the certificate.

Instructors are certified by the University of Colorado and associate instructors are usually faculty members of local institutions which offer these courses.

Establishing a Certificate Program

Texas community college systems could gain valuable information from the California and Colorado plans. There are several basic difference in these two plans - credit and credit-free, local control and central control, degree and certificate programs. Similarities include a unified program for all schools; cooperation of the real estate commission and state agencies, state association of Realtors® and school officials; standardized courses and curricula standards; recognition and support by industry; and quality control of instructors.

In Texas, the Texas Real Estate Research Center, could act as the focal point in initiating a certificate program following these or similar guidelines. The

following suggested courses are for individual college and advisory committee use in the possible development of their real estate curriculum.

A Possible Format for Texas

The curriculum would be divided into fundamental and elective courses. Community colleges would select the same fundamental courses with elective courses being offered that fit their local real estate communities. Credit by substitution and examination could be granted if colleges would agree on a standardized procedure.

Fundamental Courses

The following five courses would probably comprise the fundamental courses and include:

Fundamentals
Law
Finance
Appraisal I
Practice.

The satisfactory completion of four courses would be necessary for completion of this segment.

Elective Courses

The following courses would comprise the elective segment and successful completion of four would be necessary to complete the certificate requirements.

Real Estate Brokerage
Property Management
Syndications
Tax and Investments
Real Estate Economics and Applications
Listing and Closing
Appraisal II
Land Development
Condominiums and Apartments.

After eight courses (four basic and four elective) were successfully completed a Real Estate Certificate of Completion would be awarded.

Implementation of Certificate Program

There are several alternatives available to continuing education directors for the

implementation of a real estate certificate program.

Statewide Coordinated Program

This would eliminate the duplication of effort prevalent in a decentralized approach. After the continuing education directors selected the fundamental and elective courses, operational policies such as credit by examination and substitution could be established. The TRERC would work with the continuing education directors to develop curricula and procedures to help implement this plan. Advantages of this system would be:

(1) joint effort to develop quality courses and material,
(2) standard format in continuing education for adults so that if they move, they could phase into the program at another institution,
(3) acceptance by the realty community of these courses and the certificate on a statewide basis,
(4) a comprehensive program for adult education geared toward professional development and,
(5) a vehicle, TRERC, to work on the development of the plan and the statewide coordination when it was established, including a statewide job placement service.

Decentralized Program

This alternative would place more emphasis on each individual institution. The continuing education director would develop his courses basically on the same pattern as the statewide plan. Fundamental and elective courses would be chosen and a certificate of achievement would be awarded for the completion of an established number of courses.

The TRERC would work with institutions on an individual basis who implement this plan.

Advantages of this plan include:

(1) the speed of implementation,
(2) improvement over present courses,
(3) offering of adults in each community a chance for greater professional development, and the
(4) establishment of a balanced certificate program.

Status Quo

This alternative would be available to the continuing education director, who has already established a viable real estate program which is meeting the needs of his local community. However, he should be aware of both the decentralized and centralized approach to a certificate program and compare the advantages of his program with those of these alternate approaches.

Selection of Plan

In the pluralistic system of colleges and universities in Texas, possibly there will never by 100% agreement on the same plan. And there need not be! Optimally, wise selection of approaches will result in the greatest advantages of the centralized and decentralized plans. Complete uniformity and standardization leads to bland results. Complete decentralization leads to lack of coordination, fragmentation, duplicity, and wastes. Administrators in the local institutions are in the best and correct position to choose.

References

1. California Department of Real Estate Bulletin, Real Estate Education In California, 714 P Street, Sacramento, California; 1973.

2. University of Colorado Bulletin, Cooperative Real Estate Certificate Program, 1973-74, University of Colorado, Division of Continuing Education, Bureau of Class Instruction, Boulder, Colorado; 1973.

Attachment 1

Texas Real Estate Research Center

College Real Estate Course Survey, Fall 1973

TEXAS COMMUNITY COLLEGE REAL ESTATE COURSES

	PRINCIPLES	PRACTICE	FINANCE	BROKERAGE	APPRAISAL	LAW	SYNDICATIONS	ESCROW	INVESTMENT	PROP. MNG.	SPECIAL	INTERNSHIP	YR. ENROLL	CR. CONR.	DAY EVE
*ALVIN ASSOC.	1	1	1	1	1	1	0	0	0	0	0	1	0	C	D
AMARILLO	1	0	1	0	1	1	0	0	0	0	0	0	350	NC	F
*AUSTIN	1	0	1	0	0	1	0	0	0	0	0	0	0	NC	F
BEE	1	0	0	0	1	0	0	0	0	0	0	0	45	NC	E
BLINN	1	0	1	0	1	0	0	0	0	0	0	0	51	NC	E
BRAZOSPORT	1	0	1	0	0	1	0	0	0	0	0	0	50	NC	E
CENTRAL TEXAS	1	0	1	0	0	1	0	0	0	0	0	0	80	C	E
COL. OF THE MAINLAND	1	0	1	0	1	1	0	0	0	0	0	0	380	NC	
COOKE COUNTY	1	1	1	0	2	0	0	0	0	1	3	2	440	C	B
EASTFIELD-DALLAS	1	0	1	0	1	1	1	0	0	0	0	0	700	NC	E
EL CENTRO-DALLAS	1	0	1	1	2	1	1	0	0	0	0	0	550	NC	E
MOUNTAIN VIEW-DALLAS	1	1	1	1	2	1	1	0	0	0	0	0	400	NC	E
RICHLAND-DALLAS	1	0	1	0	2	1	1	0	0	0	0	0	950	NC	E
DEL MAR	1	0	1	1	1	1	0	0	0	0	1	0	350	NC	E
EL PASO	1	0	0	0	0	0	0	0	0	0	0	0	200	NC	E
FRANK PHILLIPS	1	0	1	0	1	1	0	0	0	0	0	0	30	NC	E
GALVESTON	1	0	1	0	0	1	0	0	0	0	0	0	70	NC	E
GRAYSON	1	0	1	0	0	0	0	0	0	0	0	0	225	C	E
HENDERSON	1	0	0	0	0	1	0	0	0	0	0	0	375	C	E
HOUSTON ASSOC.	1	1	1	1	1	1	0	0	0	1	0	0	1050	C	E
HOWARD	1	1	1	0	1	1	0	0	0	0	0	0	200	C	E
KILGORE	1	0	0	0	1	1	0	0	0	0	0	0	250	NC	E
LAREDO	1	0	0	0	0	0	0	0	0	0	0	0	100	NC	E
LEE	1	0	0	1	1	1	0	0	0	0	0	0	178	C	E
MCLENNAN	1	1	1	0	1	1	0	0	0	1	0	0	340	NC	E
*MIDLAND	1	0	0	0	0	0	0	0	0	0	1	0	0	NC	E
NAVARRO	1	1	0	0	0	0	0	0	0	0	0	0	75	NC	E
*NORTH HARRIS CNTY	1	2	0	0	2	0	0	0	1	0	0	0	0	NC	E
ODESSA	1	0	0	0	1	0	0	0	0	0	0	0	150	NC	E
PARIS	1	1	0	0	0	0	0	0	0	0	0	0	80	NC	E
SAN ANTONIO	1	0	1	1	1	1	0	0	0	1	0	1	318	C	B
ST. PHILLIP'S	1	1	1	0	1	1	0	2	0	1	1	0	220	C	B
SAN JACINTO ASSOC.	1	0	1	0	1	1	0	1	0	0	0	0	821	C	B
SOUTH PLAINS	1	0	2	0	0	0	0	0	0	0	0	0	60	NC	D
TARRANT COUNTY	1	0	0	1	0	0	0	1	0	0	0	0	650	NC	
*TARRANT ASSOC.	1	0	1	0	1	1	1	0	0	1	0	0	0	C	B
TEMPLE	1	0	1	0	1	1	0	0	0	0	0	0	70	C	E
TEXARKANA	1	0	1	0	0	0	0	0	0	0	0	0	70	NC	E
TYLER	1	1	1	0	1	1	0	1	0	1	0	1	200	C	B
VICTORIA	1	0	0	1	1	1	0	0	0	0	0	0	175	C	E
WHARTON	1	2	0	0	0	0	0	0	0	0	0	0	240	NC	E
	41	14	28	9	31	26	5	5	1	7	6	5	10493		

* COURSES WILL BE OFFERED 1973-74

TEXAS SENIOR COLLEGE REAL ESTATE COURSES

	PRINCIPLES	PRACTICE	FINANCE	BROKERAGE	APPRAISAL	LAW	SYNDICATNS	ESCROW	INVESTMENT	PROP. MNG.	SPECIAL	INTERNSHIP	YR. ENROLL	CR. NON CR.	DAY EVE BH
ABILENE CHRISTIAN	1	0	0	0	0	0	1	0	1	0	0	0	60	C	B
ANGELO STATE	1	0	0	0	0	0	0	0	0	0	0	0	100	C	B
AUSTIN COLLEGE	0	0	0	0	0	0	0	0	0	0	1	0	3	C	D
BAYLOR	1	0	1	0	1	1	0	0	0	0	0	0	113	C	D
BISHOP	1	1	0	0	0	0	0	0	0	0	0	0	45	C	D
EAST TEXAS STATE	1	0	0	0	0	1	0	0	0	0	0	0	120	C	B
HARDIN SIMMONS	1	0	0	0	0	0	0	0	0	0	0	0	25	C	B
HOUSTON BAPTIST	0	0	0	0	0	0	0	0	0	0	1	0	20	C	E
HOWARD PAYNE	1	1	0	0	0	0	0	0	0	0	0	0	75	NC	E
HUSTON-TILLOTSON	1	0	0	0	0	0	0	0	0	0	0	0	40	C	D
LAMAR UNIV	1	1	1	0	1	1	0	0	1	0	0	0	275	C	E
MARY HARDIN BAYLOR	1	0	0	0	0	0	0	0	0	0	0	0	35	C	D
MCMURRAY	1	0	0	0	1	0	0	0	0	0	0	0	53	C	E
MIDWESTERN	1	0	0	0	0	0	0	0	0	0	1	0	40	C	E
NORTH TEXAS STATE	1	0	1	0	1	1	0	0	0	0	0	0	700	C	B
PAN AMERICAN	1	0	0	0	0	0	0	0	0	0	0	0	40	C	B
PRAIRIE VIEW	1	0	0	0	0	0	0	0	0	0	0	0	275	C	D
SAM HOUSTON	1	0	0	0	0	0	0	0	0	0	0	0	375	C	B
SOUTHERN METHODIST	1	1	1	1	3	1	0	1	1	1	9	2	2201	C	B
SOUTHWEST TEXAS	1	0	0	0	1	0	0	0	0	1	0	0	600	C	D
S. F. AUSTIN	1	0	0	0	0	1	0	0	0	0	0	0	125	C	B
ST. EDWARD'S UNIV	1	0	0	0	0	0	0	0	0	0	0	0	30	C	E
SUL ROSS	0	0	1	0	0	0	0	0	0	0	0	0	30	C	D
TARLETON	1	0	0	0	0	0	0	0	0	0	0	0	150	C	D
TEXAS A&I	1	0	0	0	0	1	0	0	0	0	0	0	120	C	F
TEXAS A&M	1	0	0	0	1	1	0	0	0	0	0	0	250	C	D
TEXAS CHRISTIAN UNIV	1	0	1	0	1	1	0	0	0	1	0	0	275	C	E
TEXAS TECH UNIV	1	0	0	0	1	0	0	0	0	0	0	0	135	C	B
TEXAS WOMAN'S UNIV	1	0	0	0	0	0	0	0	0	0	0	0	25	C	D
TYLER STATE	0	0	1	0	0	0	0	0	0	0	0	0	30	C	E
UNIV OF DALLAS	0	0	0	0	1	0	0	0	0	0	0	0	35	C	E
UNIV. OF PLANO	1	0	0	0	0	0	0	0	0	0	0	0	50	C	D
UNIV OF HOUSTON	1	0	1	1	2	1	0	0	0	1	0	0	2450	C	B
UNIV. OF TEXAS	1	0	1	0	0	1	0	1	0	0	2	0	700	C	D
U. T. ARLINGTON	0	0	0	0	0	0	0	0	1	0	0	0	85	C	B
U. T. EL PASO	1	2	0	0	1	1	0	0	0	0	1	0	400	NC	F
WEST TEXAS STATE	1	0	1	0	1	0	0	0	0	0	0	0	210	C	B
	31	6	10	2	16	12	1	2	4	4	15	2	10294		

REAL ESTATE TEXTS ADOPTED BY TEXAS COLLEGES

AUTHOR	TITLE	NUMBER ADOPTED JR	SR	TOTAL
	PRINCIPLES AND FUNDAMENTALS			
BROWN	ESSENTIALS OF REAL ESTATE	2	0	2
NIREB	REAL ESTATE SALESMAN HANDBOOK	1	0	1
RING	PRIN AND PRACTICE OF REAL ESTATE	15	12	27
SMITH ET. AL.	REAL ESTATE & URBAN DEVELOPMENT	0	1	1
UNGER	REAL ESTATE PRIN AND PRACTICE	17	11	28
	FINANCE AND MATHEMATICS			
ATTEBERRY	MODERN REAL ESTATE FINANCE	5	1	6
HOAGLAND & STONE	REAL ESTATE FINANCE	7	5	12
MAISEL	FINANCE OF REAL ESTATE	0	2	2
MCMICHAEL & O'KEEFE	HOW TO FINANCE REAL ESTATE	3	0	3
PEASE	MORTGAGE BANKING	1	1	2
	LAW AND CONVEYANCE			
KRATOVIL	REAL ESTATE LAW	8	5	13
LUSK	LAW OF REAL ESTATE	1	2	3
ROSENBURG	COLLEGE BUSINESS LAW	1	0	1
THUROW	REAL ESTATE LAW OF TEXAS	8	4	12
	APPRAISAL AND VALUATION			
AIREA	APPRAISAL OF REAL ESTATE	10	8	18
AIREA	URBAN PROBLEM BOOK	1	0	1
BABCOCK	APPRAISAL PRIN AND PROCEDURE	1	0	1
KINNARD	INTRO TO APPRAISING REAL PROPERTY	1	0	1
KNOWLES	SINGLE FAMILY RES APPRAISAL	3	0	3
RING	VALUATION OF REAL ESTATE	3	1	4
	BROKERAGE AND PRACTICE			
ARLINGTON	TEXAS REAL ESTATE MANUAL	2	0	2
CASE	REAL ESTATE BROKERAGE	2	0	2
WEICH	REAL ESTATE(COLLEGE OUTLINE SERIES)	0	1	1
WEIMER ET. AL.	REAL ESTATE	0	1	1
	MANAGEMENT			
ANDERSON	THE PLANNING OF REAL ESTATE	0	1	1
DOWNS	PRIN OF REAL ESTATE MANAGEMENT	3	3	6
BROWN	REAL ESTATE ECONOMICS	0	1	1
KINNARD & MESSNER	INDUSTRIAL REAL ESTATE	0	1	1